



Investors Exchange Product Information Circular 2017 - 0007

Date: January 11, 2017

Re: Direxion Shares ETF Trust

This Information Circular is being issued to advise you that the following securities have been approved for trading pursuant to unlisted trading privileges (“UTP”) on the Investors Exchange (“IEX” or the “Exchange”) as UTP Derivative Securities pursuant to IEX Rule 16.160. Compliance and supervisory personnel should note that, among other things, this Information Circular discusses the need to deliver a prospectus to customers purchasing shares of the exchange-traded funds. Please forward this Information Circular to interested persons within your organization.

<u>Exchange-Traded Fund</u>	<u>Symbol</u>
Direxion Daily Consumer Staples Bear 1X Shares	SPLZ
Direxion Daily Utilities Bear 1X Shares	UTLZ

The purpose of this information circular is to outline various rules and policies that will be applicable to trading in these new products pursuant to the Exchange’s unlisted trading privileges, as well as to provide certain characteristics and features of the products. For a more complete description of the Issuer, the securities and the underlying market instruments or indexes, visit the Issuer Website, consult the Prospectus available on the Issuer Website or examine the Issuer Registration Statement or review the most current information bulletin issued by the Primary Listing Exchange.

Background Information on the Fund

The Direxion Shares ETF Trust (the “Trust”) is a management investment company registered under the Investment Company Act of 1940, as amended (the “1940 Act”), consisting of several investment portfolios. This circular relates only to the Funds listed above (each, a “Fund” and together, the “Funds”). The shares of the Fund are referred to herein as “Shares.” Rafferty Asset Management, LLC (the “Adviser”) is the investment adviser to the Funds.

Direxion Daily Consumer Staples Bear 1X Shares

Direxion Daily Consumer Staples Bear 1X Shares (the “SPLZ Fund”) seeks daily investment results, before fees and expenses, of 100% of the inverse (or opposite) of the performance of the Consumer Staples Select Sector Index (the “SPLZ Index”). The SPLZ Fund seeks daily inverse investment results and does not seek to achieve its stated investment objective over a period of time greater than one day. The SPLZ Fund is different and much riskier than most exchange-traded funds.

The SPLZ Fund, under normal circumstances, creates short positions by investing at least 80% of its assets in: swap agreements; futures contracts; options; reverse repurchase agreements; exchange-traded funds (“ETFs”); and other financial instruments that, in combination, provide inverse exposure to the SPLZ Index. On a day-to-day basis, the SPLZ Fund invests the remainder of its assets in money market funds, depository accounts with institutions with high quality credit ratings or short-term debt instruments that have terms-to-maturity of less than 397 days and exhibit high quality credit profiles, including U.S. government securities and repurchase agreements. The SPLZ Fund does not invest in long equity securities.



The SPLZ Index is provided by S&P Dow Jones Indices (the “Index Provider”) and includes domestic companies from the consumer staples sector which includes the following industries: food & staples; retailing; household products; food products; beverages; tobacco; and personal products. The SPLZ Index is one of eleven Select Sector Indexes developed and maintained in accordance with the following criteria: (1) each of the stocks in the SPLZ Index is also a constituent company of the S&P 500 Index; (2) each constituent in the S&P 500 Index is assigned to at least one of the Select Sector Indexes; and (3) the SPLZ Index is calculated by the Index Provider using a modified “market capitalization” methodology, which is a hybrid between equal weighting and conventional capitalization weighting with the weighting capped for the largest stocks included in the SPLZ Index. This design ensures that each of the component stocks within a Select Sector Index is represented in a proportion consistent with its percentage with respect to the total market capitalization of such Select Sector Index.

As of February 29, 2016, the SPLZ Index was comprised of 38 constituents. As of February 29, 2016, the companies included in the SPLZ Index had a median total market capitalization of \$24.7 billion. Component securities had total market capitalizations ranging from \$10.7 billion to \$218.4 billion as of February 29, 2016. As of February 29, 2016, the SPLZ Index was concentrated in the consumer staples sector.

The components of the SPLZ Index and the percentages represented by various sectors in the SPLZ Index may change over time. The SPLZ Fund will concentrate its investment (i.e., hold 25% or more of its total assets in investments that provide inverse exposure to a particular industry or group of industries) in a particular industry or group of industries to approximately the same extent as the SPLZ Index is so concentrated.

Generally the SPLZ Fund may gain inverse exposure to the SPLZ Index by utilizing swap contracts on ETFs that track the same Index or a substantially similar index as the SPLZ Fund that provide short exposure. At times, however, the SPLZ Fund will utilize other derivatives and investment strategies which may include gaining inverse exposure to only a representative sample of the securities in the SPLZ Index that have aggregate characteristics similar to those of the SPLZ Index. The SPLZ Fund gains this exposure by investing in a combination of financial instruments that provide inverse exposure to the underlying securities of the SPLZ Index. Derivatives are financial instruments that derive value from the underlying reference asset or assets, such as stocks, bonds, or funds (including ETFs), interest rates or indexes. The SPLZ Fund invests in derivatives as a substitute for directly shorting securities in order to meet its investment objective.

The SPLZ Fund seeks to remain fully invested at all times consistent with its stated investment objective. At the close of the markets each trading day, Rafferty positions the SPLZ Fund’s portfolio so that its exposure to the SPLZ Index is consistent with the SPLZ Fund’s investment objective. The impact of the SPLZ Index’s movements during the day will affect whether the SPLZ Fund’s portfolio needs to be re-positioned. For example, if the SPLZ Index has fallen on a given day, net assets of the SPLZ Fund should rise, meaning that the SPLZ Fund’s exposure will need to be increased. Conversely, if the SPLZ Index has risen on a given day, net assets of the SPLZ Fund should fall, meaning the SPLZ Fund’s exposure will need to be reduced. This re-positioning strategy may result in high portfolio turnover.

Direxion Daily Utilities Bear 1X Shares

The Direxion Daily Utilities Bear 1X Shares (the “UTLZ Fund”) seeks daily investment results, before fees and expenses, of 100% of the inverse (or opposite) of the performance of the Utilities Select Sector Index (the “UTLZ Index”). The UTLZ Fund seeks daily inverse investment results and does not seek to achieve its stated investment objective over a period of time greater than one day. The UTLZ Fund is different and much riskier than most exchange-traded funds.



The UTLZ Fund, under normal circumstances, creates short positions by investing at least 80% of its assets in: swap agreements; futures contracts; options; reverse repurchase agreements; exchange-traded funds (“ETFs”); and other financial instruments that, in combination, provide inverse exposure to the UTLZ Index. On a day-to-day basis, the UTLZ Fund invests the remainder of its assets in money market funds, depository accounts with institutions with high quality credit ratings or short-term debt instruments that have terms-to-maturity of less than 397 days and exhibit high quality credit profiles, including U.S. government securities and repurchase agreements. The UTLZ Fund does not invest in long equity securities.

The UTLZ Index is provided by Index Provider and includes domestic companies from the utilities sector which includes the following industries: electric utilities; multi-utilities; independent power producers & energy trades; and gas utilities. The UTLZ Index is one of eleven Select Sector Indexes developed and maintained in accordance with the following criteria: (1) each of the stocks in the UTLZ Index is also a constituent company of the S&P 500 Index; (2) each constituent in the S&P 500 Index is assigned to at least one of the Select Sector Indexes; and (3) the UTLZ Index is calculated by the Index Provider using a modified “market capitalization” methodology, which is a hybrid between equal weighting and conventional capitalization weighting with the weighting capped for the largest stocks included in the UTLZ Index. This design ensures that each of the component stocks within a Select Sector Index is represented in a proportion consistent with its percentage with respect to the total market capitalization of such Select Sector Index.

As of February 29, 2016, the UTLZ Index was comprised of 29 constituents. As of February 29, 2016, the companies included in the UTLZ Index had a median total market capitalization of \$17.2 billion. Component securities had total market capitalizations ranging from \$3.4 billion to \$52 billion as of February 29, 2016. As of February 29, 2016, the UTLZ Index was concentrated in the utilities sector.

The components of the UTLZ Index and the percentages represented by various sectors in the UTLZ Index may change over time. The UTLZ Fund will concentrate its investment (i.e., hold 25% or more of its total assets in investments that provide inverse exposure to a particular industry or group of industries) in a particular industry or group of industries to approximately the same extent as the UTLZ Index is so concentrated.

Generally the UTLZ Fund may gain inverse exposure to the UTLZ Index by utilizing swap contracts on ETFs that track the same Index or a substantially similar index as the UTLZ Fund that provide short exposure. At times, however, the UTLZ Fund will utilize other derivatives and investment strategies which may include gaining inverse exposure to only a representative sample of the securities in the UTLZ Index that have aggregate characteristics similar to those of the UTLZ Index. The UTLZ Fund gains this exposure by investing in a combination of financial instruments that provide inverse exposure to the underlying securities of the UTLZ Index. Derivatives are financial instruments that derive value from the underlying reference asset or assets, such as stocks, bonds, or funds (including ETFs), interest rates or indexes. The UTLZ Fund invests in derivatives as a substitute for directly shorting securities in order to meet its investment objective.

The UTLZ Fund seeks to remain fully invested at all times consistent with its stated investment objective. At the close of the markets each trading day, Rafferty positions the UTLZ Fund’s portfolio so that its exposure to the UTLZ Index is consistent with the UTLZ Fund’s investment objective. The impact of the UTLZ Index’s movements during the day will affect whether the UTLZ Fund’s portfolio needs to be re-positioned. For example, if the UTLZ Index has fallen on a given day, net assets of the UTLZ Fund should rise, meaning that the UTLZ Fund’s exposure will need to be increased. Conversely, if the UTLZ Index has risen on a given day, net assets of the UTLZ Fund should fall, meaning the UTLZ Fund’s exposure will need to be reduced. This re-positioning strategy may result in high portfolio



turnover.

For more information regarding each Fund's investment strategy, please read the prospectus for the Funds.

As described more fully in the Trust's prospectus and Statement of Additional Information ("SAI"), the Funds issue and redeem Shares at net asset value ("NAV") only in large blocks of 50,000 to 50,000 Shares (each block of Shares called a "Creation Unit"). As a practical matter, only broker-dealers or large institutional investors with creation and redemption agreements (called Authorized Participants) can purchase or redeem these Creation Units. Except when aggregated in Creation Units, the Shares may not be redeemed with the Funds.

Shares are held in book-entry form, which means that no Share certificates are issued. The Depository Trust Company or its nominee is the record owner of all outstanding Shares of the Funds and is recognized as the owner of all Shares for all purposes.

The NAV per Share for each Fund is computed by dividing the value of the net assets of the Fund (i.e., the value of its total assets less total liabilities) by the total number of Shares outstanding. Expenses and fees are accrued daily and taken into account for purposes of determining NAV. The NAV of each Fund is determined each business day after the close of trading (ordinarily 4:00 p.m., Eastern Time or "ET") of the New York Stock Exchange. Any assets or liabilities denominated in currencies other than the U.S. dollar are converted into U.S. dollars at the current market rates on the date of valuation as quoted by one or more sources.

The registration statement for the Funds describes the various fees and expenses for the Funds' Shares. For a more complete description of the Funds and the underlying indexes, visit the Funds' website at www.direxioninvestments.com.

Purchases and Redemptions in Creation in Size

IEX members and member organizations are hereby informed that procedures for purchases and redemptions of Shares in Creation Unit Size are described in the Trust's prospectus and Statement of Additional Information and that Shares are not individually redeemable but are redeemable only in Creation Unit Size aggregations or multiples thereof.

Principal Risks

Interested persons are referred to the discussion in the prospectus for the Funds of the principal risks of an investment in the Funds. These include tracking error risk (factors causing a Fund's performance to not match the performance of its underlying index), market trading risk (for example, trading halts, trading above or below net asset value), aggressive investment techniques risk, cash transaction risk, counterparty risk, daily inverse index correlation tracking risk, derivatives risk, early close/trading halt risk, effects of compounding and market volatility risk, high portfolio turnover risk, intra-day investment risk, investment risk, liquidity risk, market risk, mid-capitalization company risk, money market instrument risk, non-diversification risk, regulatory risk, shorting risk, utilities sector risk, trading issues risk, and market price variation risk.

Exchange Rules Applicable to Trading in the Shares

Trading in the Shares on IEX is subject to IEX trading rules.



Trading Hours

The value of the Index underlying the Shares will be disseminated to data vendors every 15 seconds during the Regular Trading Session.

The Shares will trade on IEX between 8:00 a.m. and 5:00 p.m. Please note that trading in the Shares during the Exchange's Pre-Market and Post-Market Sessions ("Extended Market Sessions") may result in additional trading risks which include: (1) that the current underlying indicative value may not be updated during the Extended Market Sessions, (2) lower liquidity in the Extended Market Sessions may impact pricing, (3) higher volatility in the Extended Market Sessions may impact pricing, (4) wider spreads may occur in the Extended Markets Sessions, and (5) because the indicative value is not calculated or widely disseminated during the Extended Market Sessions, an investor who is unable to calculate an implied value for the Shares in those sessions may be at a disadvantage to market professionals.

Dissemination of Fund Data

The Consolidated Tape Association will disseminate real time trade and quote information for the Funds to Tape B.

Fund Name	Listing Market	Trading Symbol	IOPV Symbol	NAV Symbol
Direxion Daily Consumer Staples Bear 1X Shares	NYSE Arca	SPLZ	SPLZ.IV	SPLZ.NV
Direxion Daily Utilities Bear 1X Shares	NYSE Arca	UTLZ	UTLZ.IV	UTLZ.NV

Suitability

Trading in the securities on the Exchange will be subject to the provisions of IEX Rule 3.170 and other applicable suitability rules. Members recommending transactions in the securities to customers should make a determination that the recommendation is suitable for the customer.

Trading Halts

The Exchange will halt trading in the Shares of a security in accordance with the Exchange's Rules. The grounds for a halt include a halt because the intraday indicative value of the security and/or the value of its underlying index are not being disseminated as required, a halt for other regulatory reasons or due to other conditions or circumstances deemed to be detrimental to the maintenance of a free and orderly market.

Delivery of a Prospectus



Exchange Members should be mindful of applicable prospectus delivery requirements under the federal securities laws with respect to transactions in the Fund. Prospectuses may be obtained through the Fund's website. The Prospectus for the Fund does not contain all of the information set forth in the Funds Registration Statement (including the exhibits to the Registration Statement), parts of which have been omitted in accordance with the rules and regulations of the SEC. For further information about the Fund, please refer to its Registration Statement.

In the event that the Fund relies upon an order by the SEC exempting the Shares from certain prospectus delivery requirements under Section 24(d) of the 1940 Act and in the future make available a written product description, Exchange Rules require that Exchange Members provide to all purchasers of Shares a written description of the terms and characteristics of such securities, in a form prepared by the Issuer of the Fund, no later than the time a confirmation of the first transaction in the Shares is delivered to such purchaser. In addition, Exchange Members shall include such a written description with any sales material relating to the Shares that is provided to customers or the public. Any other written materials provided by an IEX member to customers or the public making specific reference to the Shares as an investment vehicle must include a statement in substantially the following form: "A circular describing the terms and characteristics of [the UTP Derivative Securities] has been prepared by the [open-ended management investment company name] and is available from your broker. It is recommended that you obtain and review such circular before purchasing [the UTP Derivative Securities]."

An Exchange member carrying an omnibus account for a non-member broker-dealer is required to inform such non-member that execution of an order to purchase Shares for such omnibus account will be deemed to constitute agreement by the non-member to make such written description available to its customers on the same terms as are directly applicable to such Exchange member under this rule.

Upon request of a customer, Exchange Members also shall provide a copy of the Prospectus.

Exemptive, Interpretive and No-Action Relief Under Federal Securities Regulations

The SEC has issued exemptive, interpretive or no-action relief from certain provisions of rules under the Securities Exchange Act of 1934 (the "Act") regarding trading in the above mentioned exchange- traded Funds.

Regulation M Exemptions

Generally, Rules 101 and 102 of Regulation M prohibit any "distribution participant" and its "affiliated purchasers" from bidding for, purchasing, or attempting to induce any person to bid for or purchase any security which is the subject of a distribution until after the applicable restricted period, except as specifically permitted in Regulation M. The provisions of the Rules apply to underwriters, prospective underwriters, brokers, dealers, and other persons who have agreed to participate or are participating in a distribution of securities.

The SEC has granted an exemption from Rule 101 under Regulation M to permit persons participating in a distribution of shares of the above-mentioned Funds to engage in secondary market transactions in such shares during their participation in such a distribution. In addition, the SEC has granted relief under Regulation M to permit persons who may be deemed to be participating in the distribution of Shares of the above-mentioned Funds (i) to purchase securities for the purpose of purchasing Creation Unit Aggregations of Fund Shares and (ii) to tender securities for redemption in Creation Unit Aggregations. Further, the SEC has clarified that the tender of Fund Shares to the Funds for redemption does not constitute a bid for or purchase of any of the Funds' securities during the restricted period of Rule 101.



The SEC has also granted an exemption pursuant to paragraph (e) of Rule 102 under Regulation M to allow the redemption of Fund Shares in Creation Unit Aggregations during the continuous offering of Shares.

Rule 10b-10 (Customer Confirmations for Creation or Redemption of Fund Shares)

Broker-dealers who handle purchases or redemptions of Fund Shares in Creation Unit size for customers will be permitted to provide such customers with a statement of the number of Creation Unit Aggregations created or redeemed without providing a statement of the identity, number and price of shares of the individual securities tendered to a Fund for purposes of purchasing Creation Unit Aggregations (“Deposit Securities”) or the identity, number and price of shares to be delivered by the Trust for the Fund to the redeeming holder (“Redemption Securities”). The composition of the securities required to be tendered to the Fund for creation purposes and of the securities to be delivered on redemption will be disseminated each business day and will be applicable to requests for creations or redemption, as the case may be, on that day. This exemptive relief under Rule 10b-10 with respect to creations and redemptions is subject to the following conditions:

- 1) Confirmations to customers engaging in creations or redemptions must state that all information required by Rule 10b-10 will be provided upon request;
- 2) Any such request by a customer for information required by Rule 10b-10 will be filed in a timely manner, in accordance with Rule 10b-10(c);
- 3) Except for the identity, number and price of shares of the component securities of the Deposit Securities and Redemption Securities, as described above, confirmations to customers must disclose all other information required by Rule 10b-10(a).

Rule 14e-5

An exemption from Rule 14e-5 has been granted to permit any person acting as a dealer-manager of a tender offer for a component security of a Fund (1) to redeem Fund Shares in Creation Unit Aggregations from the issuer that may include a security subject to such tender offer and (2) to purchase Fund Shares during such tender offer. In addition, a no-action position has been taken under Rule 14e-5 if a broker-dealer acting as a dealer-manager of a tender offer for a security of a Fund purchases or arranges to purchase such securities in the secondary market for the purpose of tendering such securities to purchase one or more Creation Unit Aggregations of Shares, if made in conformance with the following:

- 1) such bids or purchases are effected in the ordinary course of business, in connection with a basket of 20 or more securities in which any security that is the subject of a distribution, or any reference security, does not comprise more than 5% of the value of the basket purchased; or
- 2) purchases are effected as adjustments to such basket in the ordinary course of business as a result of a change in the composition of the underlying index; and
- 3) such bids or purchases are not effected for the purpose of facilitating such tender offer.

Section 11(d)(1); Rules 11d1-1 and 11d1-2

Section 11(d)(1) of the Act generally prohibits a person who is both a broker and a dealer from effecting any transaction in which the broker-dealer extends credit to a customer on any security which was part of a new issue in the distribution of which he participated as a member of a selling syndicate or group



within thirty days prior to such transaction. The SEC has clarified that Section 11(d)(1) does not apply to broker-dealers that are not Authorized Participants (and, therefore, do not create Creation Unit Aggregations) that engage in both proprietary and customer transactions in Shares of the Fund in the secondary market, and for broker-dealer Authorized Participants that engage in creations of Creation Unit Aggregations. This relief is subject to specific conditions, including the condition that such broker-dealer (whether or not an Authorized Participant) does not, directly or indirectly, receive from the fund complex any payment, compensation or other economic incentive to promote or sell the Shares of a Fund to persons outside the fund complex, other than non-cash compensation permitted under NASD Rule 2830(l)(5)(A), (B) or (C). (See letter from Catherine McGuire, Chief Counsel, SEC Division of Market Regulation, to Securities Industry Association, Derivative Products Committee, dated November 21, 2005.) The SEC also has taken a no-action position under Section 11(d)(1) of the Act that broker-dealers may treat Shares of a Fund, for purposes of Rule 11d1-2, as "securities issued by a registered open-end investment company as defined in the Investment Company Act" and thereby extend credit or maintain or arrange for the extension or maintenance of credit on Shares that have been owned by the persons to whom credit is provided for more than 30 days, in reliance on the exemption contained in the rule.

SEC Rule 15c1-5 and 15c1-6

The SEC has taken a no-action position with respect to Rule 15c1-5 and Rule 15c1-6 as to the required disclosure of control by a broker or dealer with respect to creations and redemptions of Fund Shares and secondary market transactions therein. (See letter from Catherine McGuire, Chief Counsel, SEC Division of Market Regulation, to Securities Industry Association, Derivative Products Committee, dated November 21, 2005.)

This Information Circular is not a statutory prospectus. IEX members and member organizations should consult the Funds' prospectus and/or the Funds' website for relevant information.

Please contact IEX Regulation at 646-343-2000 with any inquiries regarding this Information Circular.